Business Week 2010 is an annual Barton School of Business event that is designed to help students explore various areas with business. You will have the opportunity to meet alumni, network with professionals, explore different career paths, and learn what it takes to be successful. Events are free, though many sessions require reservations. Except for those workshops indicated for business students only, all students, regardless of major, are invited to participate. There will be a featured business employer or group highlighted each day during Business Week. Stop by the lobby of Clinton Hall and visit with the organization’s representatives to learn about their company mission and potential job, internships and co-op positions. For more information, contact the Barton School of Business at 316-978-2300 or go to www.wsu.edu/business.

Monday, March 1
7:45 a.m. – 9:30 a.m.
Business Week Kick-off
Clinton Hall, 2nd floor lobby
Stay for donuts, coffee and juice to kick off the start of a fantastic week of speakers and workshops.

Monday, March 1
9:30 a.m. - 10:45 a.m.
Cooperative Education Student Panel
Rhatigan Student Center, Room 203
This panel of current and former business students will offer insights on their co-ops and internships at some of the largest companies in town. The students have been successful in their co-op and internship programs and will tell you about their experiences in the program and how it has taught them valuable lessons that have enhanced their college education.

Monday, March 1
11:00 a.m. – 12:15 p.m.
International Opportunities and Experiences
Rhatigan Student Center, Room 203
The Barton School of Business offers a variety of opportunities for students to experience international relationships. Come hear about the adventures of studying abroad and learn why being involved in international student groups is important. Each panel member will share their experiences with their challenges in gaining going global, including how students can get involved through the Business School here on campus and through our exchange partner institutions around the world.

Monday, March 1
12:30 p.m. – 1:45 p.m.
Working in Global Teams
Rhatigan Student Center, Room 203
Presidents: Lynn McNeil, Contract Project Manager, LSI; Patty Cowell, Director Global Education Services, LSI; Roger Rasten, Worldwide Manager Competitive Intelligence & Analytics, LSI; Steve Shaed, Market Manager International Trade Operations, BG Products, Inc.

Tuesday, March 2
12:00 p.m. – 1:15 p.m.
Creativity in the Business Environment
Rhatigan Student Center, Room 203
In a world of complex problems, creative thinkers and problem solvers are important members of any business team. Vero Sellof and Tami Bradley of Bohner & Bradley will help you find out what creativity means, how it is valued and what is expected when creative solutions are needed to meet business goals.

Tuesday, March 2
12:30 p.m. – 1:45 p.m.
Why Should I Volunteer? The Non-Profit Spectrum
Rhatigan Student Center, Room 203
Learn from an experienced professional the ins and outs of working in the travel industry around the globe. From her experience in international director at Northwest Airlines in Tokyo, Japan, to her current position as vice president of The CCR, Maureen Huffman will discuss managing an international workforce, government relations, the highlights and challenges of expatriate life and the career benefits of having international experience.

Tuesday, March 2
1:00 p.m. – 2:30 p.m.
Business Tour: The Coleman Company
Rhatigan Student Center, Rooms 215/218
Coleman has been the innovator in the industry for more than 85 years. Coleman has been the innovator in the industry for more than 85 years. Students are invited to get behind the scenes peek at the world’s foremost outdoor products supplier. Participants will be guided through manufacturing facilities that produce Coleman’s famous coolers and lanterns. Coleman has been the innovator in the industry for more than 100 years. Guests will also have an opportunity to ask questions of seasoned Coleman staff. Space for the tour is limited and only available to Business students. To reserve your space go to Blackboard. Reservations are required.

Tuesday, March 2
3:00 p.m. – 3:30 p.m.
Careers in Insurance
Rhatigan Student Center, Room 203
Moderator: Blake Wells, Vice-President, WMA of Kansas, Inc.; Sean Miller, Managing Director, Northwestern Mutual; and John Sprague, Marketing Manager, EMC Insurance Companies.

A panel of insurance professionals from different areas of the insurance industry will discuss the role of insurance in business as well as career opportunities within the insurance field.

Wednesday, March 3
11:00 a.m. – 12:15 p.m.
Learn Local. Lead Global.

Wichita State University
W. Frank Barton School of Business

Learn Local. Lead Global.
This session will answer all of these questions and more.

Rhatigan Student Center, Ballroom
Wednesday, March 3
11:00 a.m. – 12:15 p.m.

In this economy, it is possible to buy a home. For

The Graduate's Guide to Owning a Home: Qualifying for
Wednesday, March 3
Rhatigan Student Center, Rooms 215-218
Networking Breakfast with Grubb & Ellis | Martens
8:00 a.m. – 9:15 a.m.

regarding appropriate and inappropriate business
casual. What's the difference?

Appropriate dress is expected. Please bring copies of your

Are You Google Sexy? You Are The Importance of Establishing Your Professional Identity
Rhatigan Student Center, Room 203
Panels: Dr. Nancy Burnam, Chair, Department of Management for the Business School; Michael Wood, Executive Director, WSU Media Resource Center; and Luis Holdem, Distinguished Senior Fellow in Media Management and Journalism.
Learn about a new skill set that is needed for success in business. Information on social media and social networking will be covered. Learn how to leverage free social media to promote your business and your job search.

Monday, March 7
7:15 a.m. – 8:30 a.m.
Beyond Traditional Ways to Find a Job
Rhatigan Student Center, Room 203
Monster. CareerBuilder, HotJobs – Everyone uses the big

is "your standard business casual." That sounded simple
enough at the time, but now, as you stand wearily in
the front of your closet, you're at a complete loss.

Tuesday, March 2
12:30 p.m. – 2:00 p.m.
Clothes Thiefs! Get Ready, Clothes Thiefs! Get You Firm
Rhatigan Student Center, Ballroom
Moderator – Jeff Hendrick, KAKE TV
How you grow and how you dress is not only an
individual statement, it is part of your image. It's your first day at your new internship or job. Your
new boss told you the dress code at your new company is "your standard business casual." That sounded simple enough at the time, but, now, as you stand wearily in front of your closet, you're at a complete loss.

You don't think you should wear a suit, but are khakis appropriate? Do you need to wear a button-down shirt and tie? How about a polo shirt?

Whether you're just starting out in the working world, beginning an internship or co-op, starting a new job or simply changing your department or position, figuring out what dress code can be a real gamble. Business casual . . .casual ceased . . . mainstream ceased. What's the difference?

This session will answer all of these questions and more regarding appropriate and inappropriate business attire. Barton School of Business faculty and students will model a variety of clothes which can be purchased even on a student's budget. Lunch will be provided to the first 50 students in attendance.

Session is sponsored by the Office of Cooperative Education and Work-Based Learning.

Wednesday, March 3 2:30 p.m. – 4:00 p.m.
Business Tour: Koch Industries, Inc.
4111 E. 37th St. S.

Koch Industries, Inc., owns a diverse group of companies engaged in trading, operations and investments worldwide and is one of the largest private companies in the world, according to Forbes magazine. Get a rare inside look at this organization and how it operates. The tour will include a company overview, the hiring process and of course, a tour of the offices and that of Market Rate Management. Space for the tour is limited and only available to business students. To secure your spot go to Blackboard. Reservations are required.

Wednesday, March 3 2:30 p.m. – 4:45 p.m.
You Are Who Google Says You Are: The Importance of Establishing Your Professional Identity
Rhatigan Student Center, Room 203
Panels: Dr. Nancy Burnam, Chair, Department of Management for the Business School; Michael Wood, Executive Director, WSU Media Resource Center, and Luis Holdem, Distinguished Senior Fellow in Media Management and Journalism.
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